

**EXHIBIT 8**  
[Filed Under Seal]

**\*\*CONFIDENTIAL UNCERTIFIED ROUGH DRAFT-DEPOSITION OF  
BRUCE STROMBOM 8/18/22\*\***

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1 Thursday, August 18, 2022; 8:07 a.m.

2 Long Beach, California

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4 THE VIDEOGRAPHER: Good morning. We're on  
5 the record. The time is 8:07 a.m. and the date is  
6 August 18, 2022. Please note that this deposition  
7 is being conducted virtually. Audio recording  
8 depends on the quality of the camera and internet  
9 connection of the participants what is seen for the  
10 witness and heard on the screen is what will be  
11 recorded.

12 Audio and video recording will continue to  
13 take place unless all parties agree to go off the  
14 record. This is media unit 1 of the video-recorded  
15 deposition of Dr. Bruce Strombom.

16 This deposition is being taken by counsel  
17 for plaintiff in the matter of Chasom Brown, et al.,  
18 vs. Google, LLC. Filed in United States District  
19 Court, northern district of California, Case No.  
20 5:20-cv-03664-YGR-SVK. It is being conducted  
21 remotely using virtual technology.

22 My name is Sean Grant representing Veritext

9 Q You say I use two measures of costs to  
10 account for the cost Google incurred to earn the  
11 allegedly unjust revenue do you see that there?

12 A Yes.

13 Q The first two measures of cost is based on  
14 Google's average net profit margin as reported in  
15 alphabet's SEC filings on a consolidated basis; is  
16 that correct?

17 A Yes.

18 Q And the second is based on your estimation  
19 of Google's incremental costs, right?

20 A Yes.

21 Q And you contend that Google's costs range  
22 from [REDACTED] is that  
23 right?

24 A Yes, depending on which measure you're  
25 using.

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1 Q Okay. Does Google separately report costs  
2 associated with the revenue Google derives from  
3 private browsing data?

4 A No, not that I'm aware of.

5 Q And does Google separately report costs

6 associated with the allegedly unjust revenue?

7 A No. They don't separate out costs like  
8 that in the normal course of business nor do they  
9 need to in order to make either of these estimates.

10 Q If you know, does Google separately  
11 calculate costs associated with the revenue Google  
12 derives from private browsing data?

13 A Not to my knowledge.

14 Q What are the net profit margin?

15 A It's the profit margin after deducting all  
16 costs that are incurred -- give me one second here,  
17 I want to look at something. After deducting all  
18 costs that the firm incurs.

19 Q What do you mean the firm incurs?

20 A All costs that essentially hit the income  
21 statement of the firm.

22 Q Can we look at paragraph 81 of your report  
23 on page 44?

24 A Yes.

25 Q And do you see the reference there to

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1 [REDACTED]

2 A Yes.

5      come from the SEC filings.

6           Q     And the inputs for your regression  
7     analyses, those are from SEC filings presenting data  
8     on a global basis, right?

9           A     You mean worldwide.

10          Q     Worldwide. Correct.

11          A     Yes. They're not segregated out for US.  
12     They're not global in a sense that the regression  
13     analysis that I rely upon of the two is limited to  
14     certain business segments, is not global in that  
15     sense, but it is global in the sense that it's  
16     worldwide.

17          Q     Are any of the revenue input for your  
18     regression analyses limited to Google's US  
19     operations?

20          A     No.

21          Q     Were any of the inputs used for your  
22     regression analyses limited to revenues generated  
23     from private browsing activity?

24          A     They include revenues generated from  
25     private browsing activity, but they're not limited

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1      to those.

2           Q     Okay. Are the expenses that you used as  
3     inputs for your regression analyses limited to US  
4     operations of Google?

5           A     No. I'm matching expenses to revenues and  
6     those are not limited to US.

7           Q     And so for your regression analyses for  
8     both the revenue inputs and the expense inputs,  
9     you're using worldwide inputs; is that right?

10          A     That's correct.

11          Q     And is it correct that for your regression  
12     analyses your expense inputs are not limited to  
13     expenses incurred in relation to private browsing  
14     activity; is that correct?

15          A     Well, as I say, they include expenses from  
16     private browsing but they're not limited to those  
17     expenses.

18          Q     Let's talk about Google's business for a  
19     minute. Okay?

20          A     Okay.

21          Q     Does Google operate data centers?

22                   MS. TREBICKA: Objection. Outside of the  
23     scope.

24                   THE WITNESS: Well --

25                   MS. TREBICKA: Objection to form.

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1 THE WITNESS: Your question is operation.  
2 They certainly have data centers expense as part of  
3 the expenses. I don't know what their arrangement  
4 is with those data centers whether they subcontract  
5 some or all of that function or whether that's  
6 internal. They incur costs for data centers in  
7 their costs of revenue.

8 BY MR. REBLITZ-RICHARDSON:

9 Q Does Google utilize servers as part of its  
10 business?

11 A It's my understanding that they do, yes.

12 Q Does Google use electricity?

13 A Yes.

14 Q Does Google employ engineers?

15 A Yes, they do.

16 Q Does Google employ R & D teams?

17 A They do.

18 Q Does Google employ sales professionals?

19 A Yes.

20 Q Does Google employ administrative staff?

21 A They do.

22 Q Does Google employ managers and executives?

23 A Yes.

24 Q Would you agree with me that the analyses  
25 detailed in the Ads Impact document related to

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1 revenue that Google expected to lose as a result of  
2 the [REDACTED] changes?

3 A Can you ask the question again? I  
4 apparently didn't understand it or hear it.

5 Q Would you agree with me that the analyses  
6 detailed in the Ads Impact document related to  
7 revenue that Google expected to lose as a result of  
8 the [REDACTED] changes?

9 A That's my understanding about what it was  
10 attempting to measure. Yes.

11 Q So if you assume there are corresponding  
12 expenses associated with those revenues, those would  
13 be cost savings, right?

14 A Correct.

15 Q So if Google didn't generate those  
16 revenues, it would not incur the corresponding  
17 costs, correct?

18 A Yes. That's correct. There would be  
19 incremental costs that would not be incurred if the  
20 revenue wasn't incurred.



21 Q Did you ask Google for data regarding the  
22 costs that were expected to be saved as a result of  
23 the [REDACTED] changes?

24 A No. I did not.

25 Q Did you ask Google for data regarding the

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1 costs that were actually saved as a result of the  
2 [REDACTED] changes?

3 A I didn't ask for that. I mean, there's no  
4 -- I found no analysis of that or indication of that  
5 in the record that that was something that they  
6 wanted to calculate or did attempt to calculate, but  
7 I didn't ask anyone specifically.

8 Q If you know, what were the specific costs  
9 that were expected to be saved as a result of the  
10 [REDACTED] changes?

11 A I don't know -- when you say "specific  
12 costs," you know, I guess the incremental costs  
13 would be the costs that would be saved. So that's I  
14 guess how I'd answer your question.

15 Q Do you know whether any specific costs were  
16 actually saved as a result of the [REDACTED]  
17 changes?

18           A     Well, there certainly are cost categories  
19     that we can attribute to the generation of this kind  
20     of revenue. But there was no discussion of that in  
21     the [REDACTED] study which was focused strictly on  
22     revenue.

23           Q     As a result of the [REDACTED] changes were  
24     any data centers modified?

25           A     I don't see why that's a pertinent

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1     question. I don't know whether any were or not.  
2     There may be a question about whether there were  
3     some that would have been added that weren't added.  
4     But I'm not aware of anything in the record that  
5     attempted to look at costs associated with  
6     implementation of [REDACTED].

7           Q     As a result of the [REDACTED]  
8     implementation, are you aware of any data centers  
9     being taken off-line?

10           MS. TREBICKA: Objection. Outside of the  
11     scope. Objection to form.

12           THE WITNESS: That's not something that I  
13     looked into or found evidence of in the record one  
14     way or the other.

15 BY MR. REBLITZ-RICHARDSON:

16 Q As a result of the [REDACTED]  
17 implementation are you aware of any servers being  
18 modified in any way?

19 A That question is really not pertinent to my  
20 -- to any analysis but no I'm not aware of that.  
21 There's nothing in the record that I'm aware of with  
22 respect to anyone trying to analyze the cost impact  
23 of [REDACTED]

24 Q If you know as a result of the [REDACTED]  
25 implementation were any servers taken off line?

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1 MS. TREBICKA: Objection to scope.

2 Objection to form.

3 THE WITNESS: That really wouldn't be  
4 pertinent to my analysis so that's nothing I've  
5 investigated and I haven't happened across any  
6 information on that topic.

7 BY MR. REBLITZ-RICHARDSON:

8 Q As a result of the [REDACTED]  
9 implementation do you know whether Google's  
10 electricity consumption went down?

11 MS. TREBICKA: Objection. It's outside

12 ever the scope and objection to form.

13 THE WITNESS: I don't think there's any  
14 reason to expect it to go down relative to  
15 historical levels because there's lots of other  
16 activity going on within Google. So as I said,  
17 that's really not pertinent to my analysis so it's  
18 nothing that I've seen any analysis of. From Google  
19 or any data relate today it.

20 BY MR. REBLITZ-RICHARDSON:

21 Q Do you know whether or not the [REDACTED]  
22 implementation impacted Google's electricity  
23 consumption?

24 MS. TREBICKA: Same objections.

25 THE WITNESS: Do I know whether it did? I

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1 would expect it to have, but I don't -- I haven't  
2 seen any analysis of that.

3 BY MR. REBLITZ-RICHARDSON:

4 Q As a result of the [REDACTED]  
5 implementation were any Google engineers eliminated?

6 MS. TREBICKA: Same objections is.

7 THE WITNESS: Again, that's not pertinent  
8 to my analysis so it's nothing that I've

9 investigated. I'm not aware of any data related to  
10 that in this case.

11 BY MR. REBLITZ-RICHARDSON:

12 Q So fair to say you don't know one way or  
13 the other; is that correct?

14 MS. TREBICKA: Same objections.

15 THE WITNESS: I don't know of any analysis  
16 that shows that and I also wouldn't expect there to  
17 be that type of analysis, given the focus of the  
18 [REDACTED] study on revenue. if you're trying to  
19 estimate incremental costs I think that would be the  
20 wrong way to go about doing it. That's why it's not  
21 a pertinent question for -- in my opinion.

22 BY MR. REBLITZ-RICHARDSON:

23 Q [REDACTED] implementation, are you aware  
24 of any R & D teams being eliminated?

25 MS. TREBICKA: Outside of the scope and

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1 objection to form.

2 (Reporter requests clarification.)

3 BY MR. REBLITZ-RICHARDSON:

4 Q Sorry. Let me ask it again.

5 As a result of the [REDACTED]

6 implementation, are you aware of any Google R & D  
7 teams being eliminated?

8 MS. TREBICKA: Same objection.

9 THE WITNESS: That isn't pertinent to my  
10 analysis and it's nothing I've investigated one way  
11 or the other.

12 BY MR. REBLITZ-RICHARDSON:

13 Q As a result of the [REDACTED]  
14 implementation, are you aware of any Google sales  
15 professionals being eliminated?

16 A Same answer. It's not pertinent to the  
17 analysis or the determination of incremental costs  
18 and it's nothing I investigated.

19 BY MR. REBLITZ-RICHARDSON:

20 Q Did you investigate whether there was  
21 specific costs that were saved as a result of the  
22 [REDACTED] implementation?

23 A Not directly F there were costs that were  
24 saved they'd be incorporated in my regression  
25 results but I haven't identified them specifically.

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1 Q Am I correct that your regression analyses  
2 were attempting to estimate the expenses in the

3 absence of data regarding the specific costs that  
4 were saved?

5 A I wouldn't say that. I would say that the  
6 regression analysis actually incorporates any costs  
7 that were saved. To the extent that they affected  
8 costs and/or revenues in the period that I looked  
9 at, they would be incorporated in the regression  
10 results.

11 Q But do you have evidence of actual costs  
12 that were saved as a result of the [REDACTED]  
13 implementation?

14 A That's not one of the two methods that  
15 economists would typically use to estimate  
16 incremental costs and I haven't attempted to do that  
17 in this case.

18 Q If you go to paragraph 101 of your report  
19 which is on page 54. Paragraph 101 begins assuming  
20 auto bidding grew from 2016 to 2020 at the same  
21 annualized rate it grew in 2020, do you see that?

22 A Yes.

23 Q You have a footnote there, right? Footnote  
24 151?

25 A Yes.

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